



Retail Goods and Services Expenditures

Prepared by DCA

Counties: DeKalb, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	70.5%	Population		68,200	70,797
Crossroads	7.2%	Households		26,620	27,693
Rooted Rural	4.5%	Families		19,213	19,661
Salt of the Earth	4.2%	Median Age		37.6	39.3
Rural Bypasses	3.9%	Median Household Income		\$35,355	\$39,243

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	55	\$1,507.48	\$40,128,991
Men's	57	\$283.69	\$7,551,735
Women's	52	\$501.64	\$13,353,646
Children's	65	\$286.99	\$7,639,768
Footwear	49	\$249.31	\$6,636,526
Watches & Jewelry	52	\$103.32	\$2,750,363
Apparel Products and Services ¹	56	\$82.53	\$2,196,953
Computer			
Computers and Hardware for Home Use	57	\$125.66	\$3,344,965
Software and Accessories for Home Use	52	\$15.53	\$413,503
Entertainment & Recreation	65	\$2,244.42	\$59,746,403
Fees and Admissions	50	\$302.07	\$8,040,989
Membership Fees for Clubs ²	51	\$81.56	\$2,171,093
Fees for Participant Sports, excl. Trips	52	\$58.89	\$1,567,564
Admission to Movie/Theatre/Opera/Ballet	46	\$68.60	\$1,826,224
Admission to Sporting Events, excl. Trips	53	\$30.34	\$807,599
Fees for Recreational Lessons	48	\$62.68	\$1,668,509
TV/Video/Sound Equipment	64	\$745.67	\$19,849,623
Community Antenna or Cable Television	69	\$457.75	\$12,185,310
Color Televisions	56	\$76.83	\$2,045,312
VCRs, Video Cameras, and DVD Players	65	\$25.01	\$665,864
Video Cassettes and DVDs	65	\$39.44	\$1,049,907
Video Game Hardware and Software	64	\$20.97	\$558,110
Satellite Dishes	70	\$1.08	\$28,806
Rental of Video Cassettes and DVDs	61	\$36.33	\$967,169
Sound Equipment ³	54	\$84.89	\$2,259,776
Rental and Repair of TV/Sound Equipment	58	\$3.36	\$89,369
Pets	78	\$341.36	\$9,087,121
Toys and Games	68	\$123.75	\$3,294,234
Recreational Vehicles and Fees ⁴	83	\$377.76	\$10,056,021
Sports/Recreation/Exercise Equipment ⁵	64	\$146.54	\$3,900,807
Photo Equipment and Supplies ⁶	62	\$84.56	\$2,251,073
Reading ⁷	58	\$122.71	\$3,266,535
Food	66	\$5,576.69	\$148,451,392
Food at Home	68	\$3,430.99	\$91,333,020
Bakery and Cereal Products	68	\$490.39	\$13,054,099
Meat, Poultry, Fish, and Eggs	70	\$924.94	\$24,621,951
Dairy Products	68	\$375.12	\$9,985,755
Fruit and Vegetables	63	\$551.79	\$14,688,666
Snacks and Other Food at Home ⁸	70	\$1,088.75	\$28,982,549
Food Away from Home	63	\$2,145.69	\$57,118,372
Alcoholic Beverages	56	\$346.00	\$9,210,426
Nonalcoholic Beverages at Home	72	\$314.22	\$8,364,656



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$546.16	\$14,538,652
Vehicle Loans	80	\$4,904.19	\$130,549,439
Health			
Nonprescription Drugs	73	\$88.69	\$2,361,055
Prescription Drugs	85	\$494.18	\$13,155,142
Eyeglasses and Contact Lenses	68	\$56.94	\$1,515,642
Home			
Mortgage Payment and Basics ⁹	58	\$5,016.87	\$133,549,082
Maintenance and Remodeling Services	58	\$1,151.30	\$30,647,711
Maintenance and Remodeling Materials ¹⁰	81	\$302.61	\$8,055,606
Utilities, Fuel, and Public Services	71	\$3,093.83	\$82,357,802
Household Furnishings and Equipment			
Household Textiles ¹¹	59	\$82.53	\$2,196,874
Furniture	57	\$363.32	\$9,671,700
Floor Coverings	53	\$48.14	\$1,281,477
Major Appliances ¹²	71	\$209.61	\$5,579,748
Housewares ¹³	60	\$63.51	\$1,690,755
Small Appliances	68	\$25.12	\$668,571
Luggage	46	\$4.73	\$126,017
Telephones and Accessories	58	\$27.78	\$739,619
Household Operations			
Child Care	49	\$206.17	\$5,488,357
Lawn and Garden ¹⁴	82	\$366.30	\$9,750,914
Moving/Storage/Freight Express	55	\$29.50	\$785,408
Housekeeping Supplies ¹⁵	70	\$543.55	\$14,469,229
Insurance			
Owners and Renters Insurance	76	\$362.14	\$9,640,098
Vehicle Insurance	69	\$1,008.49	\$26,846,123
Life/Other Insurance	72	\$460.27	\$12,252,442
Health Insurance	76	\$1,496.99	\$39,849,903
Personal Care Products ¹⁶	65	\$305.68	\$8,137,310
School Books and Supplies ¹⁷	56	\$67.63	\$1,800,318
Smoking Products	82	\$397.44	\$10,579,971
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	77	\$4,439.45	\$118,178,127
Gasoline and Motor Oil	78	\$1,580.94	\$42,084,501
Vehicle Maintenance and Repairs	66	\$704.02	\$18,741,010
Travel			
Airline Fares	48	\$194.26	\$5,171,295
Lodging on Trips	58	\$235.62	\$6,272,113
Auto/Truck/Van Rental on Trips	44	\$19.37	\$515,640
Food and Drink on Trips	59	\$277.47	\$7,386,235

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.